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MOTIVATIONAL MAGIC

by John Colanzi

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Website: <http://www.internet-profits4u.com>**

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Table Of Contents

Introduction

About The Author

How To Make The Perfect Stew

The Shoemaker And The Elves

Don't Quit Yet... It Gets Easier!

How Bad Do You Want It?

You Don't Have To Be Perfect

Are You Ready To Make A Difference?

Every Problem Is An Opportunity To Cash In On

Ben Franklin's Secrets For Success

Do You Have Expertitis?

Are You Building Castles Made Of Sand?

Take Back Your Mind!

What Would You Do If You Had No Competition?

Why You Must Succeed!

Are You The Master?

Are You Ready To Get Out Of Your Comfort Zone?

The First Sale Is The Hardest

Make Your Resolutions Stick!

How To Harness The Power Of Your Habits!

Let Go Of The Past

There's No Negative In My Program

How To Reach Your Goals A Lesson From "Boris The Spider"

You Can't Hit Your Target, If You Don't Pull The Trigger!

A Billionaires Guide To Getting Rich

Love Those Pots And Pans

Maybe It's Time You Stopped Trying To Earn a Living!

A Lesson In Entrepreneurship From J. Paul Getty

Have You Ever Heard Of David Braden?

The Power Of Patience

There's No Free Lunch!

The Missing Key To Success!

Confessions Of An Elephant Eater

Stop Promoting Products... Start Promoting You!

You Gotta Have Friends

A Lesson From The Trenches

LEGAL NOTICES

Introduction

This manual was designed to help you stay positive and motivated on your quest for success and riches.

Your mind is a powerful bio-computer designed to help you accomplish any goal.

Like any other computer, it can only act on the information it's given.

My goal in writing this manual was to counteract the negative thoughts and influences in your daily life.

You are a truly amazing human being, placed on this earth to be a prosperous productive human being.

Let this manual help you on your journey to a more positive and successful you.

About The Author

Hello,

My name is John Colanzi and I'm the editor and publisher of the Street Smart Marketing newsletter.

When I first started writing for my newsletter, I wrote mainly about marketing and promotion. As time went by I started writing motivational articles designed to build confidence in small business owners.

I began receiving positive feedback from readers of the motivational articles. I started to realize that the motivational pieces were having a greater impact than my articles on marketing and promotion.

This lead to the creation of my free book, "Street Smart Secrets Of Success." It was a natural progression from the free book to the free email course, "7 Days To A Turbo Charged Mind."

The free book and course were having an impact on so many readers, that I knew I had to expand on the information in

the free book.

I've made it my mission to help as many men and women as I can, realize that they are so much more than they ever realized.

Thus this book was born.

Wishing You Success,
John Colanzi
Street Smart Marketing
<http://www.internet-profits4u.com>

How To Make The Perfect Stew

There's a story about a woman during the depression who was out of work and down on her luck.

Her only mission was to make herself a perfect bowl of stew. She had no money and none of the ingredients.

Instead of concentrating on what she lacked, she sat down and wrote down the ingredients she needed to make her tasty stew.

Once she had her list, she set out each day to acquire one ingredient, until she had everything she needed to make her perfect stew.

Our businesses are like that bowl of stew. To get the perfect money machine in operation we have to think like the young lady with the stew.

The first step is to sit down and list everything we need to create a successful, prospering business.

Once we have our list, we need to sit down and determine what is on the list and determine to go on a mission to add those missing ingredients.

We can't worry about how we'll get them. We have to concentrate on going forward and moving one step towards our goal every day.

Every step we take towards our goal of the perfect business, our goal will come half way to meet us.

Just as Rome wasn't built in a day, neither can your business.

So if you're serious about making money in your new venture, get out your shopping list and start gathering what you need.

In no time at all you'll be one of the select few making money on the internet.

So get started today. I can already smell that pot cooking.

The Shoemaker And The Elves

Remember the story of the Shoemaker and The Elves?

The shoemaker would go to sleep and the elves would finish any shoes he hadn't gotten around to.

Our minds function in much the same way, Our conscious, logical mind is the shoemaker. Our subconscious is the elves.

Give your conscious mind a goal, gather all the facts and let the elves do their work.

Many of our greatest inventions and discoveries have come after the scientist or researcher had given up and the elves took over.

The structure of DNA had baffled researchers for years.

Finally, the double helix was revealed in a dream about intertwined snakes.

Around two years ago, I gave my little friends the task of providing me with an ezine article a week.

I gathered the ideas and they wrote the articles.

They've written around 100 articles.

It makes my life so easy.

They do the work.

I get the credit.

When I sit down at the keyboard, the articles write themselves.

The next time you're stumped for an answer, gather the facts and move out of the way. The elves will be more than happy to do the work.

They're tireless.

Don't Quit Yet... It Gets Easier!

I remember when I first came online. It was such a different world. The big breakthrough when I was in college, were those key punch machines.

Man, this was a whole new world, I was overwhelmed by how much I didn't know. It seemed I would never get the hang of it.

Luckily I had an offline business to keep me going. You wouldn't believe how many times I felt like throwing in the towel.

This was a world for techies, not for a dinosaur like me. HTML and all the other terms were a foreign language. The more I studied, the dumber I felt.

Have you felt like that?

Do you still feel like that?

Well you're not alone. Building an online business is like anything else. It gets easier with practice.

When you first start on the ride up the hill to financial freedom, the only thing you see is the steep climb ahead.

This is where the average person throws up their hands and quits.

What a shame.

If you just put in some time and effort your view would change.

In the beginning you're like a little child walking through the woods. As the walk continues the child has trouble keeping up with his father.

The father can't understand why the child is having problems. The path is clear and there are no obstacles in sight.

A little farther along the father bends down to find out what's wrong.

It finally hits him.

He's looking at a different world. The child being closer to the ground can't see very far ahead. The travel seems so perilous.

When you first start your climb up the hill, you're so close to the ground, you don't have a clear view of the climb ahead. Once you start taking your first tentative steps up the hill, your view will become slightly clearer.

Every step you take up the hill reveals more and more of the big picture. Keep climbing and you'll see a whole new world.

You don't have to be a genius. You just have to keep climbing.

Don't quit, it will get easier.

In the words of Napoleon Hill, "The Ladder Of Success is never crowded at the top."

So keep climbing. A whole new world awaits.

How Bad Do You Want It?

We live in an amazing time. Some of the things we take for granted, would make the Pharaohs envious.

The cars, VCR's, TV's and computers we take for granted, were unheard of.

We literally live in a world of abundance.

Computers and the internet have opened up a whole new world of commerce. We can literally go into business on a

shoestring.

Do you want to be a publisher?

Now you can.

Do you want to expand worldwide, you can with a click of your mouse.

So why do so many marketers come online and end up throwing their hands up in defeat?

Because they haven't learned to pay the price.

When they shop for a car or a house, they know the price tag. They can pay it, or they can keep shopping.

Why should building a business online be any different?

Dreams are great, but unless you're willing to pay the price, they stay just that, dreams.

So what are some of the price tags attached to success?

1. You have to learn everything you can about your business and how to market it.
2. Marketing and promotion must become daily habits.
3. Learn how to automate as much of your business as possible.
4. Use a percentage of your profits to expand.

The next time someone tells you they couldn't make it online, realize they are really saying they weren't willing to pay the price.

So how bad do you want it?

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You Don't Have To Be Perfect

I don't know about you, but I wasted a lot of time in my quest for freedom. I worried about making mistakes. That was my biggest mistake of all.

You spend your youth being graded by your teachers. You take endless tests rating your performance.

Your peers rate your dress and your actions. You are being conditioned to live in a world of A's, B's and C's. You judge your worth by the opinions of others.

How do I know?

I've been there.

Every time I wanted to make a change, I would hesitate.

What if I made a mistake?

What if I looked stupid.

You know what? It doesn't matter.

If you want to accomplish your goals, you must decide that it's ok to make a mistake. You are not being graded anymore.

No matter what you do, some people will not approve.

Once I realized that, I was free to experiment. I could test new ideas. The feeling was liberating.

I don't have to be perfect and neither do you.

Do you want to write articles to promote your business?

Do it.

What if it's not perfect?

It doesn't matter. You'll get better with practice.

I write at least an article a week and I still haven't got it right.

I make spelling errors, use poor grammar, but I keep plugging.

I'll keep at it until I get it right.

I just wrote a free ebook. So far I've revised it 5 times and will probably have to revise it another 100 times.

If I waited for it to be perfect, it still wouldn't be in circulation.

Don't wait to be perfect. Start from right where you are and make corrections as you go.

In the words of Theodore Roosevelt,

"Do what you can, with what you have, where you are."

Are You Ready To Make A Difference?

I love the Internet. It's opening doors for so many men and women from around the world who would otherwise have no voice.

Individuals are no longer limited by the political or economic conditions of their native land. They are free to pursue their dreams.

With this new opportunity comes a responsibility. As the Internet evolves so does our responsibility to make the world just a little better for our having been here.

I'm sure you're wondering, "John, what this have to do with my business?"

It has everything to do with your business.

You're in the position to become a truly self fulfilled person.

Before you can help others, you must first satisfy your basic needs. So the starting point is to use your business to satisfy your basic needs.

You're first goal isn't to "get rich quick." More money has been lost on the Internet trying to "get rich quick," than you can shake a stick at.

Your first goal should be to make a solid income to cover your basic needs. Free yourself from the boss, and the commute back and forth to work.

Develop a solid income that will cover your basic needs. Once

you've done that you'll free up your creativity.

As your business grows and your confidence expands, you'll be in a position to begin helping others on their road to freedom.

You can make a difference, but first you must start with yourself.

Are you ready?

You can make a difference.

Every Problem Is An Opportunity To Cash In On

There's a motivational speaker by the name of Charles "Tremendous" Jones. One of his quotes is "Every problem is an opportunity to cash in on."

Well the last few weeks his theories have been put to the test.

I've been doing the rounds with various Medical tests and specialists. I ordered a PC which ended up having a bad hard drive. I had to jump back and forth between PC's just to get anything done.

Wow!

I was starting to wonder if old "Tremendous" was right, or was it just wishful thinking?

Those demons of negative thinking were kicking in. How was I going to handle it?

My first reaction was to start "sucking my thumb," and have a "pity party." It sure would be a lot easier to "throw in the towel," and blame fate.

That lasted a day or two and then I started thinking about taking advantage of the extra time I had available.

I started studying. Maybe all these problems were what I needed? Sometimes we get so tied up working our businesses, we don't have time to learn and grow.

Charlie was right, this was the best thing that could have happened. I was forced to step back, re-evaluate and move to the next level.

So what have I learned during my little break?

1. I found a nice software program to make it easier to write my articles. I can write my articles and format them at the same time.

2. I had a chance to recognize the new direction of online marketing. Marketers have taken a major leap in combining residual income with viral marketing.

They've taken the best aspects of network marketing and eliminated the need for building a downline. Residuals are built in, but you still have direct profits on every sale.

3. I've had time to evaluate my marketing and eliminate what doesn't work. I can now zero in on what works and quit wasting time on what doesn't.

I could go on for days listing what I've learned in the last few weeks and it wouldn't have been possible, if I wasn't forced to step back and look at my efforts with a new set of eyes.

Savvy internet marketers are taking their efforts to the next level and it would have taken me months to catch on to this new trend, if I were busy working my business.

So it's true "Every problem is an opportunity to cash in on."

Thank God for my problems. Without them, I wouldn't have noticed the new wave in marketing. The two weeks of studying have proven to be my best investment yet.

I'm looking at my business through new eyes and I'm "Ready to catch the wave."

Ben Franklin's Secrets For Success

Are you overwhelmed by all the advice on the internet about how to become a successful small business owner?

The sheer volume of information is overwhelming and worst of all, many of the "experts" disagree.

Every so often my business will experience a slow down and this week was one of those weeks. I could easily blame the holiday or the normal summer vacation period, but that wouldn't solve my problem.

I needed to step back and rethink my business plan.

The response for most online business owners is to pick their favorite "guru" or "gurus" and start studying their advice.

That works well for a lot of marketers, but sometimes I like to think outside the box. There are some time tested ideas that are universal and will work if applied to any situation.

I studied Ben Franklin's simple system for self improvement. The system may be simple to develop, but that doesn't mean it's easy to follow.

In his autobiography Franklin talks about his need to constantly monitor himself. Old habits are truly hard to break.

Although Franklin used this system to reshape his personality, it can just as easily be applied to improving your skills as an online entrepreneur.

If you're looking for a quick fix, this isn't for you.

Here's a step by step plan for becoming a more successful entrepreneur.

1. The first step is to pick the 13 areas of your skills that need the most work.

Step back and take a look at your business and find 13 skills that would improve your performance. The hard part for me is limiting the list to 13 skills.

I'm such a techno-dummy I could work on hundreds.

2. Put the 13 skills you've listed in order of importance. Label them from 1 to 13.

3. Decide to spend one week working on each skill. Spend time

every day for a week working on improving that one area of your business.

For example if you chose writing better ads as an area needing improvement, spend daily study time working on your ad writing ability.

4. After you've spent a week working on the number one problem on your list move to number 2.

5. After 13 weeks go back and work on number one again. Follow through on each skill for another 13 weeks.

6. By the end of one year you've spent four weeks improving 13 of your biggest obstacles to business success.

At the end of a year re-evaluate your business and determine which skills still need to be worked on and which ones you've mastered.

I know this seems like a lot of work. It's taking time away from making your first million.

Well I have to let you in on a little secret. Making a go of your online business isn't easy and if you're not willing to work at it, you'll spend your time asking:

Is anyone really making money online?

Well there are small businesses making money online, but they've done their homework and honed their skills.

If you're truly serious about making money on the internet, this plan is as good a place to start as any.

Don't rely on luck. You'll find the harder you work, the luckier you'll get.

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Do You Have Expertitis?

I'm starting to wonder if anyone thinks for themselves anymore.

We're given this fabulous bio-computer called a brain and rather than use it, we blindly follow the so called experts.

Folks, everything you need is already inside you. You've got the wisdom of the ages, right between your ears.

Why would anyone throw away that power?

You are the only person that reaps the rewards, or suffers losses when you take action.

When you come to an informed decision and it works, you have learned another method to capitalize on.

If you blindly follow someone else's thinking, do you have to wait for them to come up with another pearl before you act?

Worse yet, if they're wrong, you not only suffer the loss, you haven't learned a thing.

Do you want to know how to be a stock expert?

Here's exactly how it's done. Gather 100 or 200 of your clients. Tell half to buy a volatile stock and tell the other half to sell.

Guess what, 50% of your clients will be telling everyone they know that you're the greatest thing since sliced bread.

You're an instant expert.

Don't laugh, brokers do it everyday.

If you're serious about building a successful business and achieving financial freedom, start thinking for yourself.

Start a learning program and never stop. Take the ideas and evaluate what will work for you and what won't.

The ultimate person that determines whether you succeed or fail is you.

Start reaching your own decisions based on the knowledge available.

You are the only expert in your life that matters.

You are the captain of your fate and the master of your destiny.

Don't give that power away.

Are You Building Castles Made Of Sand?

There's a song from the 70's by J. Hendrix which says that "Castles Made Of Sand, Sink Into The Sea, Eventually."

Are you building your business on quicksand or are you laying a firm secure foundation?

Building a business takes time. If you're looking for:

**** The Big Secret**

**** The Fast Buck**

Or any of the million and one variations on those two themes, the internet can eat you up quick.

Forget trying to get around the search engines. If you're interested in learning how to get a top listing on the major search engines, take the time to study how each one works.

If you feel more comfortable with email, learn how to write a good ad. Learn how to follow-up on your ads.

Don't think the laws of the Universe apply to everyone but you. You have to pay your dues. You have to be willing to make mistakes and rise above them.

There's a disturbing trend on the internet. More and more individuals are mistaking being a hustler, for being a marketer.

When I first started marketing online, I could make sales from the free classified ad sites and the newsgroups.

Then along came the hustlers and they started pounding the newsgroups. Why sit down and take the time to calculate the time to wait x amount of posts before submitting your message again?

I'm a hustler. I'll use an anonymous email account and post 50 messages in a row and every time someone visits, they'll only see my ad.

After these clowns got done, newsgroups no longer were worth the time.

The new hustle is to spam the ezines. The phoney email accounts, the subscribing and unsubscribing. The hustlers are at it again.

Trust me, they're costing you money!

When you place an ad you're paying for eyes.

The hustlers eyes are a statistic only.

Stick to sound business practices. Build a solid foundation. Take the time to grow your business and you'll be able to sit on the bank and watch the "Slim Shadys" Float Away.

Take Back Your Mind!

I really get upset when I receive emails from new marketers telling me all the ways that won't make money. The worst part is they are being told this bunk by fellow marketers.

They are really being told, the individual they are talking with hasn't made any money online.

Stop listening to anyone who isn't going where you want to go and doing what you want to do.

Stop worrying about the economy.

Get out your shovel and bury the doom and gloom. Become a "good news" merchant starting now.

The news is pounding you with the message that this is the worst economy in history.

BULL!!!

There have been better economies and there have been worse.

The economy doesn't control your success.

The president doesn't control your success.

If you want to succeed online, you better take back control of your mind. Start listening to good news merchants.

Start acting as if it were impossible to fail.

Start modeling yourself after the successful entrepreneurs past and present. Go to your library and start reading the autobiographies of some of the most successful individuals past and present.

You'll find that they all have common traits.

Fill your mind with good news and successful images.

Grab a notebook or some 3 x 5 cards and post some positive quotes to feed your head every day.

We are bombarded 24 ... 7 ... 365 with can't, impossible and so many other negatives. We absorb them without even realizing what's happening.

James Allen in "As A Man Thinketh," compares the task of taking control of your mind to that of a master gardener.

You have to grab the negative weeds by their roots and rip them out. Start planting positive thoughts in their place and watch your garden flourish.

Take control of your mind and you've taken the first step on your road to success.

What Would You Do If You Had No Competition?

Imagine waking up one morning and you had no competition.

Well I hate to eliminate one of the internet's favorite myths, but you really don't have any competition.

Before you tell me I'm living in a fantasy world, listen to the facts.

Fact # 1

95% of internet marketers make no money.

Fact # 2

Most marketers are looking to get rich quick and get while the getting is good.

Fact # 3

The majority of online marketers already know what to do. They don't do it because it's too much work. They know there has to be a shortcut.

There's a story by Larry Williams the Super commodity trader that could just as easily apply to running a business on the internet.

In an interview Larry was asked, "Larry aren't you worried that after one of your seminars your system will have so many followers that it will no longer be effective?"

Listen to Larry's reply and I'm sure you can see why Larry can teach his system to thousands of traders and most will never make money.

* "Most traders will take my system and make changes, which they think will improve their results."

* "The rest of the traders will use my system for a week or two and switch to some other system."

So what happens?

Many of them can't understand why his system didn't work.

It didn't work because they either made enough changes that it wasn't his system any more, or they never gave it time to work.

The same thing happens online. A new marketer just knows that he can market better than Terry Dean or Ken Envoy or Allen Says.

Why follow their advice when he knows so much more than they do.

Why keep marketing a product when you can hop on a new program every week or two.

Well I'll tell you a secret. There are two times you can make money with a product and you'll have little or no competition.

When a product first comes out you'll make money, just because it's new. After a few weeks every marketer on the net will be promoting the same program.

Sales will dip.

What happens then?

All the "Get Rich Quick" boys and girls will jump ship.

Guess What?

95% of your competition has just jumped onto their new million dollar venture. You're on your own, with little or no competition.

There are new opportunity seekers coming on the web every day and as the news keeps announcing the economic down turn, the rate of new opportunity seekers will continue to increase.

They've never seen your program and low and behold you're one of the few marketers still promoting it.

Pick a few of these gems that everyone has abandoned and you'll have a nice steady income with little competition.

I'm sure you're reading this and saying, "John has gone off the deep end."

Great!

I like having no competition.

You can keep swinging for the fences. I'm happy just making contact with the ball.

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Why You Must Succeed!

It wasn't very long ago that the internet was the sole domain of:

<> Academics

<> Researchers

<> The Government

Then that all changed. The floodgates were opened. The world of E-Commerce had begun.

You are on the cutting edge of a brave new world. You are a pioneer blazing a path for future marketers.

You have been given a "Sacred Trust."

Will the internet be controlled by hustlers, hackers and scammers? Or are you willing to step up to the plate and blaze a path for others to follow that we can be proud of.

You don't have a choice, the mere fact that you've decided to take part in this revolution, means your actions will help determine the direction we take. You are the captain helping to steer our course to the brave new world.

You must succeed to prove that:

**** Honesty pays**

**** Hard work pays**

Don't take your responsibility lightly.

Give the best service you're capable of.

Share your experience with the newcomers. Don't forget, they're where you once were.

I'm challenging you to quit thinking of fellow marketers as your competition. Realize they're your allies in the battle for the future of E-Commerce.

You must succeed to live up to your "Sacred Trust."

Are You The Master?

Have you noticed some of these posts in the forums or the feedback sections of the marketing ezines?

Is anybody really making money online?

I've been promoting this program for months and I'm not making any money. Is it a scam?

What's the best program to promote?

What's the best product to sell online?

Well if you're still asking these questions, you don't understand.

Product doesn't matter!

The program doesn't matter!

Unless the product or program is a scam, you can make money!

If someone is making money selling that product or service, you can too!

Are they better than you?

Are they smarter than you?

I don't think so.

You've got to get it in your head before you can carry it on your hip.

When you're ready the money will come.

I remember listening to an audiocassette years ago by a marketer by the name of Rich George. He told the story of "The Fiddle And The Bow."

It's been a long time since I listened to that tape, but the ideas are just starting to sink in.

I wasn't ready to hear the message back then, but I am now and hopefully so are you.

There was an auction in a small town and the next item to be

auctioned off was a dust covered fiddle and a bow.

The auctioneer announced "How much will you bid for this fiddle and this bow?"

The bids came slowly and gradually reached \$10.

The auctioneer was ready to bang the gavel to complete the sale, when an elderly man in shabby clothes came up and tugged on his sleeve.

They whispered for a short time and the auctioneer finally gave in to the man.

The man walked up and took a handkerchief out of his pocket to polish the fiddle and dust off the bow.

That old man began playing the most beautiful music that the town had ever heard. As he finished he handed the fiddle back to the auctioneer.

The auctioneer walked up to the microphone and announced "How much will you bid on this magnificent violin and this exquisite bow?"

The bidding was fast and furious and that violin sold for ten thousand dollars.

What was the difference between that fiddle and the magnificent violin?

The touch of the masters hand.

Are you the master?

I hope you don't take as long as I did to let this lesson sink in.

Stop selling steaks and start selling the sizzle.

PS: Rich, thank you wherever you are.

Are You Ready To Get Out Of Your Comfort Zone?

It's amazing how long it took me to actually start writing and submitting articles for publication.

I knew all the reasons for writing articles, but still balked at the idea of writing my own articles. Who would want to hear my feeble ramblings?

I kept placing my ads and sending out my newsletter and generally stayed in my comfortable rut. I was on the slow boat to China.

Then one day I got sick and had to spend a week in the hospital. The doctors told me I couldn't work for at least a year.

I guess I was like the stubborn mule on the farm. The only way to get his attention is to hit him on the side of the head with a two by four.

Well I'd just been hit and it was time for this mule to either pack it in or break down my mental barriers.

I started by writing articles for my newsletter. I still wasn't ready to start submitting them. I guess the lick to the head wasn't hard enough.

Low and behold some of my readers started sending in positive feedback. Wow! That was a rush I hadn't counted on.

I started stepping up the pace. Maybe somebody would read my ramblings. Then I started getting requests from readers who wanted to share them. I hadn't counted on this either.

If my readers liked the articles, maybe I should start submitting them to other publishers. The old mule was starting to pull the plow.

Was it worth the effort?

You bet!!

No matter how much I read about the benefits of writing articles, there were some I hadn't counted on. I wish I was double jointed, I'd kick myself in the bottom for waiting so long.

Every time I receive a positive email from someone who's enjoyed something I wrote, I feel as good as I felt when I received my initial feedback from a few of my readers.

There are so many positive, unexpected changes taking place that I count my blessings, that I was forced to step out of my comfort zone.

Napoleon Hill was right when he said that, "Every adversity brings with it the seeds of an equal or greater benefit."

So please, don't be like this old mule and wait to be hit by a two by four to start taking advantage of the power of article writing.

If this dummy can do it, I know you can!!

The First Sale Is The Hardest

So many new marketers come online, and so few succeed. Maybe part of it has to do with some of the mantras we have repeated over and over.

One of those mantras is back end sales.

I don't think the high failure rate of new online businesses is due to lack of back end sales. The real problem is they aren't making sales period.

I'm guilty myself. I tell new marketers to diversify, start a newsletter, and work on getting those back - end sales.

Well I've been wrong.

The first thing any new marketer should be focusing on is making a sale. The old adage is still true, "Even the journey of 1,000 miles, begins with the first step."

Find a good product and start making a few sales.

Once you've made a few sales, then you can add another product.

Start building your customer list.

Start focusing on making sales. Let your business build itself one sale at a time.

Make some walk around money.

Build your confidence.

Build your cathedral one brick at a time.

Forget playing leap frog and skipping steps. The first sale is the hardest.

Get that first sale under your belt and you're ready for bear.

Build your business at your pace.

It's your journey.

As the Taoist proverb says, "The journey is the reward."

Start your trek today.

Make Your Resolutions Stick!

Another year is winding down.

As the new year approaches it's time to make your resolutions for the New Year.

You start the New Year with "Great Expectations." You set your goals for the coming year and you promise that this year you'll stick to them.

As time goes by you hit a set back here and an unexpected problem there and your goals fly out the window.

Why do you suppose that is?

I can tell you why. You've been programmed to remember the negatives and forget the positives.

We lose our "Great Expectations" the first chance we get.

There's a story that illustrates this point.

There's a large group of individuals at a positive thinking rally. As the speaker is talking in walks a man with a ticket in his hand.

The speaker pauses and announces, "One of you has been chosen to receive \$1,000,000."

What do you think flashes through their minds?

"I know it's not me, I never win anything."

A little later a man walks in with an executioners outfit on. The speaker announces this time, "I'm sorry, but one of you is about to be executed."

This time everyone is thinking, "Oh God, I know it's me."

Wow! Do you think like that?

So how do you make sure you stay focused and positive when things aren't going as expected?

There's a concept they use in the "Silva Method" called "Reference Points." Most positive thinking groups have similar concepts.

To create a reference point you pick the most successful event you remember. Every day you concentrate on your "Reference Point."

Why?

To focus your mind on the positives in your life. Nature abhors a vacuum. Left on it's own, your mind will fill the void with the recent negative events.

As soon as you reach a goal, you set a newer more positive "Reference Point."

Tame your mind, set your goals and keep your resolutions.

Start using "Reference Points" and Make Your Resolutions Stick."

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How To Harness The Power Of Your Habits!

There's no shortage of "How To" books, reports and articles.

We're inundated with information on "Positive Thinking," but there is still only a 5% success rate for businesses online and off.

Why is that?

There's no shortage of information.

We all know what we need to do to make a success of our new business venture.

The problem is we haven't formed the habits necessary to succeed.

We start out "gung ho" and then decide, it won't hurt to take today off.

That's the time you should be reinforcing your success habits, not taking a break.

William James likened our habits to a ball of string.

The first few days are the most critical for making our new habit a regular part of our daily lives.

Picture that ball of string. When you first start wrapping the string into a ball, one slip and the whole ball unravels.

But once you've gotten that string wound into a tight ball it becomes harder and harder for the ball to unravel.

The same principle holds true for our new habits. Daily reinforcement and years of discipline can remake our lives.

How will this help you in your business.

Your tasks become automated.

Imagine how many times you are paralyzed over making the slightest decision.

If you'd take the time to make your actions an integral part of your life you'd eliminate the internal debate over what to do and when to do it.

Your marketing would become stress free and you could concentrate on building your skills and your business.

No more second guessing your next action.

Your business will build itself.

Let Go Of The Past

Have you ever walked by a low fence and wondered why the dog inside will run to it, but won't jump over, no matter how many times he runs to it barking and growling?

The odds are the dog was placed inside the fence as a puppy. He grows up seeing that fence as being higher than it is.

He learned as a puppy that no matter how many times he tries to clear it, it's just too high.

Over time he gradually tries less often, until eventually he quits trying. He just knows he'll never clear that fence.

The same thing happens to us over the years. We try to reach a goal and fail.

We muster up the courage to try again and fall just short of the mark. Gradually that fence becomes higher in our minds, than it really is.

It's a gradual insidious process and we seldom notice it's happening. Over time that fence becomes more imposing.

Our efforts become a little less enthusiastic. We start building fences in our mind and like that little puppy we begin to break.

We begin a new goal with so many doubts. We just know we won't reach it, and so we don't.

We start thinking to ourselves, I knew I couldn't do it.

Our doubts become a self fulfilling prophecy.

It doesn't have to be that way.

Our failures aren't us. Our limitations are nothing more than fences we've built in our minds.

The cycle can be broken, if we could learn to stop thinking about our past failures and concentrate on the here and now.

There's a story about two monks walking in the woods.

As they approach a small body of water, they notice a young woman afraid to cross the water.

The older monk puts her on his shoulders and carries her across.

When they reach the other side he sets her down and continues on his way.

A little further along on their journey he turns to his younger companion and asks what's bothering him.

The young monk says, "You've broken your vows by touching that young woman."

The other monk replies, "Yes, but I let her go when was finished helping her, you're still carrying her around."

Are you like the young monk, carrying around your mistakes of the past, or have you learned how to let go and move on.

Stop mistaking your past limitations for who you are.

Let go and move on.

Begin every task as if it were impossible to fail.

You can, if you think you can.

There's No Negative In My Program

Imagine what you could achieve if:

<> You were 100% focused on your goal

<> Eliminated all self - doubt

<> Believed it were impossible to fail.

Are there really individuals who think like this?

You bet!

I saw a story the other night about two modern day cowboys.

Their real life experiences couldn't have been more amazing if they were written by a Hollywood screen writer.

The next time I'm tempted to "suck my thumb" and have a "pity party" I'll think of these amazing men.

The young men are brothers and champion rodeo stars.

But one day their lives were changed by an incredible twist of fate.

The private plane they were flying in ran out of gas. The pilot couldn't find anywhere to land safely and they crashed.

Everyone on board had a broken back except one of the brothers.

Battered and bruised he got out of the plane. Looking at the wreckage he realized the plane was about to catch fire and all the passengers inside were trapped.

Without hesitation he forgot about his own injuries, ignored the personal risk to his life and set his mind on the goal of saving the other passengers including his brother.

He had:

<> Focused on his goal

<> Left no room for failure

<> Took immediate action

The interviewer said to the young man, "You must really feel like a hero?"

Stoically he replied, "No, I knew what I had to do. I don't think of myself as a hero."

Amazing!

No trash talk, no in your face, just a modest young man focused on what needed to be done.

If you think he's amazing, wait until you hear about his brother....

Well you know about the young hero who saved his brother, but that was just the beginning of the incredible feats of these young men.

His younger brother arrived at the hospital with a broken back. The doctors told him he would never be able to compete again.

The interviewer asked the young man, "What did it feel like when the doctors told you you'd never be able to ride again?"

Without a second thought he replied, "I don't think I really heard what they said." "There's no negative in my program."

When I heard that I couldn't believe it.

Here's a champion athlete with a broken back and his only comment is "There's no negative in my program."

Wow!

I wish I could think like that.

Was he in denial, was he crazy, no way.

Instead of cursing circumstance, crying poor me, he set a goal and never looked back.

As soon as he was able, he began 4 hours a day of rehabilitation.

When commenting on the pain he said, "My only focus was on what I needed to do to remove the pain."

Low and behold after 16 months of:

<> Being 100% focused on his goal

<> Believing it was impossible to fail.

The two brothers are rodeo stars again.

All because "There is no negative in their programs."

Imagine what you could achieve with just half the determination of these modern day cowboys.

Maybe Willie Nelson knows what he's talking about when he sings "My heroes have always been cowboys."

How To Reach Your Goals A Lesson From "Boris The Spider"

Are you ready to take your business to the next level, or looking for excuses to cash in your chips.

Why do I ask?

Because I've been there.

I could make excuses for not taking action, all sounding good. None true.

But before you quit and decide success on the net is for someone else, ask yourself one question.

Is the lowly spider any better than I am?

If you're ready to quit after any slight set back, he is.

In the words of Loren Eisely, "We live in a world where even a spider refuses to lie down and die, if a rope can still be spun to a star."

Have you hitched your wagon to a star?

Do you have a goal that's bigger than you are?

If you don't, why not?

Don't tell me you don't know what to do. There's more free marketing information on the net than the law should allow.

I have a free marketing library at:
<http://johncolanzi.com/freeware.html>

Guess what, I bet 90 % of the marketers that know about it haven't even taken the time to read more than one or two of the books at most.

I try to read them all. The net is the best education in world and instead of feeding their head, most marketers are looking for tricks, short cuts and every off the wall method you can think of.

Do me a favor, after you've read this article, sit down with a pen and paper, or at your word processor and start listing your goals for your business.

Don't worry about how you'll get there, just find a star you can hitch your wagon to.

Once you've got a goal that gets your blood boiling, decide what you need to know to reach your goal.

Take a lesson from Boris. Let the books be your rope. Start spinning your web to the stars.

It's been said that knowledge is power, bull. Knowledge is only potential power. Applying what you learn is power.

Grab your rope, spin your web to the stars and every time you reach a new goal, thank that pesky little spider Boris. He won't stop as long as there is life in his tiny body.

Is he any better than you?

I don't think so.

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You Can't Hit Your Target, If You Don't Pull The Trigger!

How many times have you come up with a new idea that is going to make you a ton of money?

You've come with something new, that no one else is doing, and you know you'll have no competition.

You're excited, you can see the money flowing in. You're ready to act, but you hesitate.

Those nasty self doubts start creeping in:

**** Who do I think I am?**

**** If this idea was any good, someone would already be doing it.**

**** What if I fail?**

**** What will people think?**

You've gone from an excited entrepreneur, to a deer frozen in a cars headlights.

You've just killed your dream.

Don't think you're alone, it can happen to anyone.

There's a story about a master swordsman in Japan that shows that it can happen to anyone.

One day while he was practicing, a stranger came in and issued him a challenge.

The master agreed immediately.

As the master and the stranger were measuring each other for the kill, the master became baffled by the strangers odd style.

The doubts started creeping in. What is this a new style I've never seen.

As time went on the master kept noticing openings in the strangers defense. The doubts kept building.

It must be a trick, as soon as I attack an opening, he'll counter and send me to my death.

Finally after what seemed an eternity, the master attacked and easily destroyed his opponent.

That was the fateful day he started the "No Mind" school.

He realized you have to pull the trigger without thought, before the doubts creep in.

Give your dreams a chance.

Set your goal ...

Take aim ...

Fire.

You'll be pleasantly surprised

A Billionaires Guide To Getting Rich

The sage Zenrin once said "If you wish to know the road up the mountain, ask the person who goes back and forth on it."

Sound advice, but are you following it?

If you're like most people, probably not. So who's advice do you listen to?

- ** Your next door neighbor

- ** Your barber or hairdresser

- ** Your mechanic

The list is endless.

You get excited about starting your own business and the doom and gloom crowd takes pleasure in stomping on your dreams.

Before you listen to them, ask yourself one question.

Have they been where you want to go?

Probably not.

So who's advice should you listen to?

The men and women who've traveled the mountain.

One man who travelled the mountain and amassed a fortune in the process, was J. Paul Getty.

In his autobiography Getty lists his rules for creating wealth.

What do you think was Mr. Getty's number one rule for getting rich?

You must have your own business.

He didn't say get a good job.

The same skills you use to make money for your boss, could be better applied to creating wealth for you.

There's an old cartoon that brings the point home even clearer.

A father is asking his son, "Wow, wouldn't you love to be a football player and make all that money?"

The little boy smiles and says, "Daddy, I'd rather be the guy that can afford to pay the whole team."

The next time you're excited, keep your own council and remember the words of Ben Franklin.

"Keep Thy Shop and Thy Shop Will Keep Thee."

Dare to dream. Be your own boss.

Love Those Pots And Pans

Last week I told you that Getty's number one rule for getting rich was to be self employed.

His second rule was that you must have a working knowledge of your business when you start and continue to increase your knowledge of it as you go along.

There's a story the president of our college used to tell that illustrates that point.

Dr. Sid would get up and lecture about making money in college by going door to door selling pots and pans.

When he first started out, he would him and haw and get flustered. He'd spend days on end knocking on doors and not make a sale.

One day when he was ready to give up and throw in the towel, he started reading the company literature about the products.

As he began reading, he started to get excited. He learned everything there was to know about those pots and pans.

He learned how well they were crafted and how superior they were over the store bought brands.

The next time he went knocking on doors, he knew so much about the pots and pans, that his enthusiasm was contagious.

There wasn't a question a customer could ask, that he couldn't answer.

His sales went through the roof.

He knew those pots and pans inside out. He loved those pots and pans.

Do you study the products or services you're selling?

Probably not.

You join affiliate programs. Send out a few ads and pop a link on your site?

How do you expect your customers to get excited, if you aren't?

You have to learn, if you want to earn. You better feed your head, if you want to carry it on your hip.

Start learning everything there is to know about what you're selling. Get excited.

So what if there are 1,000 marketers promoting the same product. 90% of them are just sending out ads and pasting links on their site.

Go the extra mile and know your products.

You'll be head and shoulders above your competition.

Learn to love those pots and pans.

Maybe It's Time You Stopped Trying To Earn a Living!

Are you still earning a living?

You don't have to earn a living!! You already earned the right to live when you were born.

Before you head for the exit, let me explain what I mean.

What comes to mind when you hear someone say, I'm earning a living?

**** Nose To The Grind Stone**

**** A Job**

**** A Burden**

**** An Obligation**

No wonder you can't get your small business off the ground.

You're not an entrepreneur. You've jumped from the frying pan into the fire.

Do you hate yourself that much?

Stop earning a living!

Start realizing you deserve better.

Maybe it's time we eliminated the word entrepreneur from our vocabulary.

Did you know that Getty, Carnegie and Rockefeller weren't entrepreneurs?

They were wheeler dealers.

They were wild catters.

Do you think they were earning a living?

No way, the old wheeler dealers got up in the morning and their blood was pumping. Their adrenaline was on high.

Does your business get you excited?

Does it get your blood flowing?

Or are you just trying to make a living?

I'll make you a guarantee.

Stop trying to earn a living and you'll never work another day in your life.

One warning!

You may start feeling guilty that you're having so much fun, while everyone else is trying to earn a living.

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A Lesson In Entrepreneurship From J. Paul Getty

What comes to mind when you hear the name J. Paul Getty?

I'm sure if you're like most of us you think of big oil money. You've probably also heard various stories and anecdotes about the man and his life.

If you thought about it a little farther, you'd probably visualize a no nonsense, nose to the grind stone business man.

Well you'd be right, but there would be more to the picture than meets the eye.

J. Paul did what he did because he loved what he was doing. In his book "The Millionaires Secret Of Getting Rich," he wrote that he considered wealth a by product of his efforts.

He loved the game. He didn't consider what he did as work.

Do you love what you are doing?

I do. I wake up every morning and check my email. Whether it's a new subscriber notice, a sale, a publisher using one of my articles or feedback from one of my readers, I get a rush.

I wake up every morning and can't wait to get started. I never felt that way about any job. I never felt that way about any off-line business. But the internet has my juices

flowing.

I look forward to placing my ads. I look forward to writing a new article. I feel blessed that I make money doing this.

I get paid to have fun.

Are you having fun?

Don't think of you marketing as something you have to do. Think of it as a game that you love playing.

Once you fall in love with what you're doing you'll want to:

<> Learn To Write Better Ads

<> Learn To Write Articles

<> Learn To Drive Traffic To Your Site

Every time you try something new and it works, your blood will start flowing and your adrenaline will kick into high gear.

Your profits will be an added bonus.

Have some fun and get in the game.

Have You Ever Heard Of David Braden?

I'll bet you've never heard of David Braden. He's not the type of teenager that makes the national news.

It's sad, but true, that bad news travels the globe before good news even has it's shoes on.

Well hopefully after reading about David, you'll see the power of setting a specific goal, followed by unwavering commitment.

You see young David had a goal, actually more than a goal, he had what Napoleon Hill calls a burning desire.

What was David's goal?

This young man from Goose Creek, South Carolina wanted to lead the Boston Pop's Orchestra.

There was one small catch. The Boston Pop's required \$10,000 before they would let an amateur conduct their orchestra.

I'm sure that this story would have ended here for the average daydreamer, but remember David had that burning desire and was willing to overcome any obstacle to reach his goal.

What obstacles are holding you back? I know some of the excuses I've had over the years, weren't as large as the \$10,000 fee that stood in David's way.

David decided to make some sacrifices and move full speed ahead.

He not only continued going to school full time, he worked three jobs after school hours. He gave up the parties with his friends. He decided he didn't need the car that most of his peers prized.

He was on a mission and nothing would stand in his way.

After months of working day and night and doing without, David could only save \$5,000. Was our young hero finished?

Not by a long shot!

He contacted the Boston Pop's and arranged to give them \$5,000 and the rest of his fee on his word.

The fateful day arrived and proud as a peacock young David realized his dream of conducting the Boston Pop's Orchestra.

After seeing how determined this young man was and the single minded way in which he pursued his goal, the Orchestra waived the other half of his fee, and in an unheard of gesture returned his original \$5,000 deposit.

So who is David Braden?

He's a young man who can teach us all the power of burning desire backed by unwavering commitment.

The next time I'm tempted to make an excuse for not reaching

my goal, I'll think of David, and stick in there just a little longer.

The Power Of Patience

Have you ever wondered why some marketers make money so easily?

They're probably not any smarter than you.

So why are they making money, when you seem to struggle to get an occasional sale.

I asked myself that for the longest time.

Finally I realized the marketers making money had a core program and stuck with.

In contrast, I'd make a few sales and then hopped on the next program.

I made money, but boy was I working for it.

Finally I decided to pick a program and stick with. If sales were slow I'd stick it out.

I decided on my vehicle and started to promote.

Then I started to have my doubts.

I had 19 sign ups on my first level and no sign ups on my second level.

Man, it's going to take me forever to build a downline by myself.

That's ok, I'm here for the long haul.

Guess what happened?

I kept signing up first level members and all at once I started noticing my second level growing.

Wow, maybe somebody's going to give me a little help!

I decided to stick it out. Now there were two of us building a downline.

A few days later I noticed my second level growing faster than my first.

Wow, maybe it does pay to be patient!

Where am I now?

My downline is starting to put me to "shame".

Patience Paid Off!

In the words of Napoleon Hill, "Don't stop three feet short of your goal."

Patience and Persistence will go a long way in helping you on the "ride up the hill."

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There's No Free Lunch!

Man alive. Sometimes I wonder if I'm in the twilight zone.

There's a large thread in one of my favorite forums about a new program. Most of the questions are about how to get maximum spillover.

Spillover!

Well smack my wrist and call me shorty. I thought we were marketers, small business owners, entrepreneurs.

Where are the men and women who take responsibility for their own success?

Where are the shouts of "If it's to be, it's up to me!"

Whatever happened to rolling up your sleeves, rolling in the mud and getting sweaty.

I didn't hear anyone talking about the thrill of the game. How they were so excited their blood was pumping.

Forget the free lunch.

Get some grit.

Stiffen your backbone.

Get out there and take some risks.

Birds of a feather may flock together, but the brave eagle soars alone.

Find something that will put a spring in your step.

Something that makes you want to hop out of bed in the morning and start slaying some dragons.

Get fired up.

Even little Tommy Turtle knows if he wants to move forward, he has to stick his neck out.

Forget the free lunch and start sticking your neck out. You may get hit on the chin a few times, but you'll know you're alive.

The Missing Key To Success!

If you've read the works of Napoleon Hill, you know that after an interview with Andrew Carnegie, he set out a quest for the Holy Grail of success.

Mr. Hill spent thirty years interviewing the leaders in every field. From politicians to great inventors.

His goal was to scientifically analyze the traits of the greatest achievers of his time.

As result of his study he wrote two classic self-help books "The Laws Of Success" and "Think And Grow Rich."

Mr. Hill's works are credited with creating more millionaires and helping more people achieve success in their chosen vocations than any other author.

That's the story anyone who has read his writings already knows.

But guess what?

That's not where the story ends.

Napoleon wasn't satisfied with his accomplishments and acclaim. There was still one nagging question.

Even though so many were helped by his writings, why were there others who never reached their potential, even after reading his masterpieces?

What was the missing ingredient?

What was the key?

Mr. Hill spent another 30 years searching for the Key that would help bridge the gap between those who were helped and those that never reached their true potential.

What was the missing ingredient?

Mr. Hill called it Cosmic Habit Force.

Habit is the 18th Law Of Success.

We've come to associate habits with negatives, but the truth is, positive habits are the most powerful ally on your road to success.

We all know what the Laws Of Success are, but we've never taken the time to make them a part of our daily lives.

Our actions are governed by the habits we've practiced throughout our lives.

In the words of the The Duke of Wellington, "Habit is ten times nature."

Confessions Of An Elephant Eater

How do I like my Elephant?

With fried onions and ketchup of course.

I'm only joking. The real question is "How Do You Eat An Elephant?"

One bite at a time.

I don't actually eat elephants. The elephant is a metaphor for big goals.

"How Do You Accomplish Big Goals?"

One bite at a time.

In my last article I asked you to set goals that are big.

To reach for the stars.

But I know sometimes big goals can be overwhelming.

You need to aim for the stars and once you've got your goal in place, your next step is to break it down.

Let's set a simple goal to start with. You're bored with the nine to five ... you're tired of your boss ... you want to take a year off to enjoy life.

How are we going to break this baby down?

Since our goal is to have enough profits online to take a year off from work and really get this internet puppy going, let's shoot for 24 hours of freedom.

If you divided your yearly expenses by 365 days, what would you need to earn 24 hours of freedom?

Let's make it simple, you need \$100 a day to survive. Some of you may need less, I'm sure many of you will need more.

The decision is yours.

So for every \$100 in profits you've earned one day of freedom from the daily grind.

Earn \$700 dollars and you've moved one week closer to the "Life Of Reilly."

I don't know about you, but to me the idea of earning my freedom is a goal worth fighting for.

The money is just a tool to accomplish my goal.

How would I accomplish that goal?

I would divide my efforts between two types of programs.

Program A would be an up front cash generator to keep the business going and expand.

Program B would be a residual income generator to build my freedom fund. Residual Income is a monthly income created from programs that have a monthly recurring payment.

You market, expand and reward yourself for each goal you accomplish with the money from the cash machine.

You let your residual income program build up until you've got a guaranteed monthly income equal to your monthly expenses.

When your monthly recurring income equals your monthly expenses, you'll be free from the nine to five.

You'll never worry about driving to work again.

What are you waiting for?

Freedom is right around the corner.

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Stop Promoting Products... Start Promoting You!

Are you looking for that magical product that will make you rich?

Well you're looking in the wrong direction. It's not the product that's important. You are the key to your success.

You must build your reputation.

You have to build your name recognition.

Think about that for a minute.

Do you buy products?

Maybe occasionally you'll buy a product, but once you've been online for any length of time, you stop buying products and start buying marketers.

You begin to develop a list of names you can trust.

You aren't looking at the product, you're looking for names of marketers you trust.

Marketers like Terry Dean, Allen Says, Ken Envoy, Marlon Sanders and others have developed a name that marketers trust.

Any time they develop a new product or endorse a product for someone else, they know they have a guaranteed response.

This isn't by accident.

They've concentrated their efforts on building their audience.

That should be your goal.

Start promoting you.

Get your name out there.

Build your audience.

Stop thinking in terms of "get rich quick." Start thinking in terms of building long term relationships.

Build a business you can be proud of.

Be the type of marketer you would want to do business with.

Forget short term thinking and develop a long term vision for yourself and your business.

Product doesn't matter.

You matter!

Stop thinking in terms of the perfect product and start thinking in terms of building a better you.

You are the key to your success.

You Gotta Have Friends

There are so many marketers asking:

- * Where should I advertise?
- * How Can I draw traffic to my site?
- * What should I sell?

These are all important questions, but after stumbling around the web for years, making a sale here and a sale there, I've found my business has been helped the most by the friends I've made.

They have fancy names for it. Networking, Joint Ventures and many more names I don't even remember.

The funny thing is I didn't do it for business.

I started out doing this as a hobby. It was a distraction from my brick and mortar business.

I guess I was lucky. I could break even and enjoy myself.

As time went by I was accumulating a lot of friends.

It wasn't a concerted effort, it just happened on it's own.

Now if I have a question, or one of my valued newsletter readers has a question, I can always find a friend that has the answer.

When I first started writing articles, I first submitted them to my friends.

If I have a new program I'm promoting, my friends are usually there to help.

If you truly want to build your business for the long term, start by giving and you'll surely receive.

Start by helping and you'll be rewarded.

Don't do it expecting a reward, or keeping a tally sheet. Do it as a natural course of your daily online efforts.

If someone has a question, help them. Don't worry about what you'll receive in return. Do it because you love doing it.

You friends will multiply around the globe. Don't force it, let it happen.

Over time you'll realize the greatest asset your business will have are the friends you've made.

I believe the Beatles said it best, "I get by with a little help from my friends."

So can you.

Learn to give and you'll surely receive.

A Lesson From The Trenches

Before I became addicted to the internet, one of my hobbies was mail order.

One lesson I learned was that mail order dealers are willing to share their ideas, if you're willing to take the time to listen.

I still remember a letter I received from an old timer by the name of Hugh. For some reason he decided to share how he got started in mail order.

His story is an amazing account of how to think like a winner.

Hugh's first exposure to mail order was through one of those "How To Make \$100 A Day" ads. He sent in his money and eagerly waited for his money making plan.

A few weeks later he received his envelope in the mail. He opened it up and low and behold he'd been hustled.

The secret plan turned out to be nothing more than a letter telling him to post classified ads like the one he had responded to and send the letter to buyers telling them to do the same.

He felt cheated and was ready to give up. After thinking about that letter for a few days, the light bulb went off in his head.

If someone was making money sending out this one page letter, imagine how much he could make offering real products.

That shift in his thinking was the beginning of his life long career in mail order.

I'm sure I'm not the only person he shared that story with. It makes me wonder how many people have been helped, because one person had the vision to see not what was, but what could be.

By sharing his story, Hugh helped me. I hope by passing it along, Hugh can help you.

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